

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MEXICO

	1980	1981	1982	1983	1984
TOTAL CIGARETTE CONSUMPTION(BILLIONS)	52.7	52.5	52.5	49.1	48.5
OF WHICH LOCAL MANUFACTURE:	100.0	100.0	100.0	100.0	100.0
POPULATION TOTAL (MILLIONS)	-----	71.2	73.0	74.8	76.7
PER CAPITA CONSUMPTION	-----	739	719	656	632
POPULATION OVER 15 YR OF AGE (MILLIONS)	-----	40.7	40.9	42.6	43.7
PER CAPITA OVER 15 YRS	-----	1,290	1,284	1,153	1,110
SMOKER INCIDENCE					
% OF TOTAL POPULATION	-----	30	30	27	27
% OF FEMALE POPULATION	-----	9	9	9	9
% OF MALE POPULATION	-----	21	21	18	18
COMPANY SHARES					
1) MODERNA	72.0	71.9	70.6	66.6	64.3
2) CIGATAM	28.0	28.1	29.4	33.4	35.7

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(MEXICO)			1980	1981	1982	1983	1984
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) RALEIGH	B.A.T.	MODERNA	24.8	26.8	27.9	25.8	25.6
2) FIESTA	B.A.T.	MODERNA	26.2	25.8	24.8	24.1	21.4
3) MARLBORO	PM	CIGATAM	5.1	7.5	9.2	10.1	11.5
4) DELICADOS	CIGATAM	CIGATAM	5.8	6.2	6.3	7.8	9.2
5) BARONET	CIGATAM	CIGATAM	8.3	8.3	7.7	8.3	7.4
6) ALAS	MODERNA	MODERNA	6.4	5.9	5.6	5.8	6.2
7) FAROS	CIGATAM	CIGATAM	3.2	3.0	3.1	3.6	4.0
8) DEL PRADO	B.A.T.	MODERNA	5.4	4.7	4.2	3.5	2.7
9) VICEROY	B.A.T.	MODERNA	2.4	3.8	3.5	2.9	2.6
10) COMMANDER	PM	CIGATAM	1.0	0.9	0.9	1.4	1.3
11) ARGENTINOS	MODERNA	MODERNA	1.6	1.4	1.2	1.2	1.1
12) MONTECARLO	R.J.R.	MODERNA	---	---	---	---	1.0
13) MAPLETON			---	---	---	0.1	0.9
13) KENT	B.A.T.	MODERNA	1.0	1.0	1.0	0.9	0.9
14) SPORT SUAVES	B.A.T	MODERNA	1.2	1.0	0.9	1.0	0.8
15) SALEM			---	---	---	0.5	0.5
OTHERS			7.6	3.7	3.7	2.5	2.8
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			79.7	81.3	81.9	79.4	77.6
FILTER MENTHOL			2.2	2.0	1.9	1.9	1.8
NON-FILTER			18.1	16.7	16.2	18.7	20.6
PRICE SEGMENTATION							
HIGH			48.5	42.0	44.8	43.3	45.0
MEDIUM			43.6	41.5	39.0	38.2	34.5
LOW			17.9	16.5	16.2	18.5	20.5

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(MEXICO)	1980	1981	1982	1983	1984
TAR & NICOTINE SEGMENTATION %					
LOW (9.0 - 12mg. tar)	3.2	4.1	3.6	5.9	4.9
MEDIUM (13.0 - 15mg. tar)	73.2	74.4	75.9	27.6	71.3
HIGH/FULL FLAVOR (15.0 - 20mg. tar)	23.6	21.5	20.5	26.5	23.8
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	37.0	40.7	43.6	43.1	45.0
MIXED	39.7	38.1	36.0	30.5	31.3
BLACK	23.3	21.2	20.4	26.4	23.7
LENGTH SEGMENTATION %					
70 MM AND SHORTER	33.1	34.1	34.6	32.2	34.3
71 MM TO 79 MM	10.7	10.1	10.2	12.4	14.2
80 MM to 85 MM	55.8	55.5	54.7	54.8	50.9
100MM	0.4	0.3	0.5	0.6	0.7
PACK COUNT SEGMENTATION %					
11 TO 15 CIGTS/PACK	3.2	3.0	3.1	3.6	4.0
16 TO 19 CIGTS/PACK	7.5	7.1	7.1	8.8	10.2
20 CIGTS/PACK	89.3	89.9	89.8	87.6	85.8
PACK TYPE SEGMENTATION %					
FLIP TOP BOX	6.4	7.7	9.5	10.0	11.2
SOFT PACK	93.6	92.3	90.5	90.0	88.8
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	3
G) BILLBOARDS	1	1	1	1	3
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(MEXICO)	1980	1981	1982	1983	1984
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PANAMA

	1980	1981	1982	1983	1984
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,070.8	1,038.6	992.8	953.6	918.5
POPULATION TOTAL (MILLIONS)	1.830	1.876	1.923	1.964	2.013
PER CAPITA CONSUMPTION	585	554	516	485	454
POPULATION OVER 15 YR OF AGE (MILLIONS)	1,036.0	1,060.0	1,137	1,194	1,224
PER CAPITA OVER 15 YRS	1,034	980	913	798	747
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	24.9	---	---	---
% OF FEMALE POPULATION	---	9.1	---	---	---
% OF MALE POPULATION	---	39.0	---	---	---
COMPANY SHARES					
1) TABACAL (P.M.I.)	41.8	39.1	37.8	38.6	38.5
2) TISA (B.A.T.)	58.2	60.9	62.2	61.4	61.5
BRAND FAMILY SHARES %					
	TRADEMARK				
BRAND NAME	OWNERSHIP	MANUFACTURER			
1) VICEROY	(BAT)	(TISA)	26.5	28.8	30.8
2) MARLBORO	(PMI)	(TABACAL)	17.5	17.8	18.4
3) KOOL	(BAT)	(TISA)	9.0	12.1	13.5
4) MENTOLADOS	(TABACAL)	(TABACAL)	15.9	11.8	10.6
5) BELMONT	(BAT)	(TISA)	11.3	9.6	8.4
6) IMPERIAL	(BAT)	(TISA)	6.6	6.0	5.2
7) RECORD	(BAT)	(TISA)	3.3	3.9	4.1
8) MONTEREY	(TABACAL)	(TABACAL)		3.3	3.8
9) NACIONAL	(TABACAL)	(TABACAL)	3.4	2.6	2.1
10) MERIT	(PMI)	(TABACAL)	0.6	0.8	1.0
11) PARLIAMENT	(PMI)	(TABACAL)	1.5	1.4	1.2
OTHERS			4.4	1.9	0.9
				2.8	5.7

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(PANAMA)	1980	1981	1982	1983	1984
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	68.2	68.4	72.4	74.3	75.4
FILTER MENTHOL	31.8	31.6	25.2	23.7	22.8
PLAIN			2.4	2.0	1.8
PRICE SEGMENTATION %					
PREMIUM (Price per 20's Pack in US\$)	0.3	0.3	0.3	67.5	67.2
HIGH	55.7	61.3	65.3		
MEDIUM	34.2	25.3	21.4	19.3	19.5
LOW	9.8	13.1	13.0	13.2	13.3
TAR & NICOTINE SEGMENTATION %					
LOW (8.0-11.5)	0.9	1.1	1.6	1.9	2.2
HIGH/FULL FLAVOR (15.0-17.0)	99.1	98.9	98.4	98.1	97.8
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %					
80 mm to 85 MM	99.7	99.6	99.6	99.7	99.7
100 MM	0.3	0.4	0.4	0.3	0.3
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	36.6	40.2	43.6	46.2	48.0
20 CIGTS/PACK	63.4	59.8	56.4	53.8	52.0
PACK TYPE SEGMENTATION					
SOFT PACK	84.0	85.0	86.1	85.0	85.2
FLIP TOP BOX	16.0	15.0	13.9	15.0	14.8

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(PANAMA)	1980	1981	1982	1983	1984
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PUERTO RICO

	1980	1981	1982	1983	1984		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,050.0	2,900.0	2,800.0	2,800.0	2,800.0		
LOCAL MANUFACTURE	2,429.0	2,300.0	2,220.0	2,150.0	2,130.0		
IMPORTED FROM USA	621.0	600.0	530.0	650.0	670.0		
POPULATION TOTAL (MILLIONS)	3.2	3.2	3.2	3.2	3.3		
PER CAPITA CONSUMPTION	953	906	875	860	850		
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.2	2.2	2.2	2.2	2.2		
PER CAPITA OVER 15 YRS	1,386	1,318	1,272	1,260	1,250		
SMOKER INCIDENCE							
% OF TOTAL POPULATION	22.1	22.1	22.1				
% OF FEMALE POPULATION	12.0	12.0	12.0				
% OF MALE POPULATION	31.0	31.0	31.0				
COMPANY SHARES							
1) RJR	79.6	79.3	79.2	76.6	76.0		
2) P.M.	13.7	14.6	15.1	15.2	17.0		
3) AMERICAN TOBACCO	3.4	3.1	2.9	4.8	4.0		
4) BROWN & WILLIAMSON	1.7	1.5	1.4	1.8	1.5		
5) P. LORILLARD	1.6	1.5	1.4	1.6	1.5		
BRAND FAMILY SHARES %							
TRADEMARK							
OWNERSHIP							
MANUFACTURER							
1) WINSTON	RJR	RJR	65.0	64.7	64.5	63.3	63.0
2) SALEM	RJR	RJR	12.5	12.5	12.5	11.8	11.7
3) MARLBORO	P.M.	P.M.	5.4	5.9	6.2	6.1	6.8
4) MERIT	P.M.	P.M.	5.2	6.0	6.3	6.6	6.8
OTHERS			11.9	10.9	10.5	12.2	11.7

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(PUERTO RICO)	1980	1981	1982	1983	1984
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	84.0	84.0	84.0	84.0	85.0
FILTER MENTHOL	14.0	14.0	14.0	14.0	14.0
NON-FILTER	2.0	2.0	2.0	2.0	1.0
TAR & NICOTINE SEGMENTATION %					
LOW	8.0	10.0	10.0	10.0	13.0
FULL FLAVOR	92.0	90.0	90.0	90.0	87.0
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %					
70 MM AND SHORTER	2.0	2.0	2.0	1.0	1.0
80 mm to 85 MM	96.0	96.0	96.0	97.0	97.0
100 MM	2.0	2.0	2.0	2.0	2.0
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	15.0	15.0	15.0	15.0	15.0
20 CIGTS/PACK	85.0	85.0	85.0	85.0	85.0
PACK TYPE SEGMENTATION %					
SOFT PACK	23.0	23.0	23.0	23.0	23.0
FLIP TOP BOX	77.0	77.0	77.0	77.0	77.0

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(PUERTO RICO)

1980

1981

1982

1983

1984

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: URUGUAY

	1980	1981	1982	1983	1984
TOTAL CIGARETTE CONSUMPTION (MILLIONS)					
OF WHICH LOCAL MANUFACTURE:	3,871	4,023	3,895	2,978	3,100
POPULATION TOTAL (MILLIONS)	2.91	2.93	2.95	2.97	2.99
PER CAPITA CONSUMPTION	1,331	1,375	1,322	1,003	1,037
POPULATION OVER 15 YR OF AGE (MILLIONS)	2.2	2.9	2.2		
PER CAPITA OVER 15 YRS	1811	1870	1798		
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	50.0%	43.0%		
% OF FEMALE POPULATION	---	42.0%	41.0%		
% OF MALE POPULATION	---	58.0%	59.0%		
COMPANY SHARES					
1) MAILHOS GROUP	93.3	92.2	88.2	80.7	70.9
2) A.H.S.A. - PM	6.7	7.8	11.8	19.3	29.1

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(URUGUAY)			1980	1981	1982	1983	1984
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) NEVADA		MAILHOS GROUP	34.7	37.3	37.8	31.5	27.8
2) CORONADO		G. MAILHOS	28.0	28.9	26.9	22.4	18.6
3) CASINO		A.H.S.A.	---	---	---	0.9	18.3
4) LA PAZ		G. MAILHOS	8.9	7.2	7.1	14.3	10.0
5) GALAXY		A.H.S.A.	---	---	4.5	8.0	5.7
6) RICHMOND		G. MAILHOS	10.6	11.4	10.6	7.1	4.5
7) POKER		G. MAILHOS	---	---	---	---	2.5
8) J&M		G. MAILHOS	---	---	---	---	2.1
9) FIESTA		A.H.S.A.	---	2.5	2.9	2.3	1.4
10) ROY		A.H.S.A.	---	---	---	3.9	0.4
11) MASTER		A.H.S.A.	3.7	2.8	2.0	1.2	0.7
12) OTHERS			14.1	9.9	8.2	8.4	8.4
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			86.1	89.8	90.0	98.4	98.3
FILTER MENTHOL			0.1	0.1	0.1	---	0.4
NON-FILTER			13.8	10.1	9.9	1.6	1.3
PRICE SEGMENTATION							
PREMIUM (PRICE PER 20'S PACK IN US\$)							
HIGH (FROM US \$0.87 - ABOVE)			4.3	6.1	6.3	8.4	6.2
MEDIUM (FROM US \$0.84 TO US \$0.86)			74.3	77.7	78.6	67.1	51.5
LOW (FROM US \$0.00 TO US \$0.83)			21.4	16.2	15.1	24.5	42.3
TAR & NICOTINE SEGMENTATION %							
		FTC-TAR					
ULTRA LOW	FROM 0 TO 6		---	---	0.9		
LOW	FROM 6 TO 9		---	---	4.5		
MEDIUM	FROM 10 TO 15		2.4	5.8	7.0		
HIGH/FULL FLAVOR	15 - ABOVE		97.6	94.2	87.5		

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(URUGUAY)	1980	1981	1982	1983	1984
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	83.0	87.0	87.2		
BLACK	17.0	13.0	12.8		
LENGTH SEGMENTATION %					
70 MM AND SHORTER	13.8	9.6	7.0	6.0	4.5
80 MM to 85 MM	82.1	85.8	87.9	88.1	92.1
100MM	4.1	4.6	5.1	5.9	3.4
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK		0.2	0.9		
16 TO 19 CIGTS/PACK	10.2	7.9	7.7		
20 CIGTS/PACK	89.3	91.6	91.1		
21 TO 24 CIGTS/PACK	---	---	---		
25 CIGTS/PACK	0.5	0.3	0.3		
PACK TYPE SEGMENTATION %					
SOFT PACK	100.0	95.9	96.4		
FLIP TOP BOX	---	4.1	3.6		
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(URUGUAY)	1980	1981	1982	1983	1984
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
ROLL YOUR OWN (THOUSAND KILOS)	795.5	682.5	674.9	N.A.	N.A.

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: VENEZUELA

	1980	1981	1982	1983	1984
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	21,349	20,640	20,101	20,756	21,270
POPULATION TOTAL (MILLIONS)	16.0	16.5	17.0	16.4(*)	16.8(*)
PER CAPITA CONSUMPTION	1,308	1,247	1,186	1,266	1,262
POPULATION OVER 15 YR OF AGE (MILLIONS)	9.2	9.6	10.2	9.8	10.1
PER CAPITA OVER 15 YRS	2,270	2,153	1,971	2,111	2,095
SMOKER INCIDENCE					
% OF TOTAL POPULATION	19.6	21.4	22.1	20.7	21.2
% OF FEMALE POPULATION	44.0	42.3	41.4	42.7	44.0
% OF MALE POPULATION	56.0	57.3	58.6	57.3	56.0
COMPANY SHARES					
1) BIGOTT (B.A.T.)	50.0	57.4	63.9	70.7	80.5
2) CATANA (PHILIP MORRIS)	50.0	42.6	36.1	29.3	19.5

(*) Based on 1980 Census

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(VENEZUELA)			1980	1981	1982	1983	1984	
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) CONSUL	B.A.T.		---	---	0.2	29.2	42.1	
2) BELMONT	BIGOTT	BIGOTT	48.7	56.3	62.4	40.3	38.1	
3) ASTOR	CATANA	CATANA	46.3	39.8	32.6	17.2	11.4	
4) LIDER	P. MORRIS	CATANA	---	---	0.9	11.0	5.1	
5) VICEROY	B.A.T.	BIGOTT	0.9	0.7	0.6	0.4	0.3	
OTHERS			4.1	3.2	3.3	1.2	3.0	
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			99.8	99.9	99.9	99.9	99.9	
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	
NON-FILTER			.1	---	---			
PRICE SEGMENTATION %								
	US\$ PRICE	SHR	US\$ PRICE	SHR	US\$ PRICE	SHR	US\$ PRICE	SHR
PREMIUM	.76-.93	2.4	.93-1.10	2.1	1.10-1.28	2.3	.61-.71	1.6
MEDIUM	.70	97.6	.87	97.6	1.00	95.5	.54	57.0
LOW/ECONOMY	---	---	---	---	0.70	2.2	.38	41.4
(BASE Bs/\$)	(4.30)		(4.30)		(4.30)		(7.80)	(11.80)
TAR & NICOTINE SEGMENTATION %								
LOW (Under 10.0mg/cig;								
Nicotine:under .70mg/cig)			1.0	.5	.4	0.1	0.1	
MEDIUM (Under 10.0mg/cig;								
Nicotine:under .70mg/cig)			---	---	---	11.5	5.9	
HIGH/FULL FLAVOR (Over 10.0mg/cig;								
Nicotine:over .70mg/cig)			99.0	99.5	99.6	88.4	94.0	

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(VENEZUELA)	1980	1981	1982	1983	1984
LENGTH SEGMENTATION %					
70 MM AND SHORTER	97.9	97.7	98.6	98.4	99.0
80 MM to 85 MM	2.0	2.3	1.3	1.5	0.9
100MM	0.1	----	0.1	0.1	0.1
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %					
SOFT PACK	99.3	99.5	99.6	99.4	99.3
FLIP TOP BOX	.7	.5	.4	0.6	0.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	2	2	2	2
B) RADIO	1	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(VENEZUELA)	1980	1981	1982	1983	1984
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2026306597

IBERIA

2026306598

2026306599

VI. IBERIA
ANDORRA
CANARY ISLANDS
PORTUGAL
SPAIN

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ANDORRA

	1980	1981	1982	1983	1984
TOTAL CIGARETTE CONSUMPTION (MILLIONS) (ESTIMATED)	790	900	925	1,170	1,100
LOCAL MANUFACTURE	N.A.	N.A.	520	675	725
IMPORTED FROM 1) FRANCE	N.A.	N.A.	90	N.A.	100
2) SPAIN	N.A.	N.A.	170	271	260
3) CORSICA	N.A.	N.A.	80	N.A.	N.A.
4) USA	N.A.	N.A.	N.A.	N.A.	N.A.
5) OTHERS	N.A.	N.A.	N.A.	N.A.	15

COMPANY SHARES

1) R.J. REYNOLDS	N.A.	N.A.	41.7	44.7	47.3
2) TSA - SPAIN	N.A.	N.A.	N.A.	23.2	23.7
3) PHILIP MORRIS	13.5	11.4	13.1	12.9	18.1
4) SEITA	N.A.	N.A.	9.7	8.1	9.1
OTHERS	N.A.	N.A.	N.A.	N.A.	1.8

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) WINSTON	R.J. REYNOLDS	REIG/ANDORRA	N.A.	N.A.	41.2	43.2	45.6	
2) MARLBORO	P. MORRIS	IMSA/ANDORRA	6.8	7.0	9.4	10.5	15.1	
3) FORTUNA	TABACALERA	IMSA/TSA	7.6	11.1	N.A.	14.2	14.1	
4) DUCADOS	TABACALERA	TABACALERA/SPAIN	N.A.	N.A.	N.A.	6.1	5.5	
5) GITANES	SEITA	SEITA/FRANCE	N.A.	N.A.	4.9	4.3	4.5	
6) PETER STUYV. T.E.I.		TABACS REUNIES/ANDORRA	N.A.	N.A.	N.A.	N.A.	N.A.	
OTHERS			N.A.	N.A.	N.A.	N.A.	N.A.	

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IBERIA 1

	1980	1981	1982	1983	1984
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
* NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	N.A.	N.A.	N.A.	N.A.	N.A.
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	N.A.	N.A.	N.A.	N.A.	N.A.
D) MAGAZINES	1	1	1	1	1
E) COUPONS	N.A.	N.A.	N.A.	N.A.	N.A.
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTING					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BRANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

IBERIA 2

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANARY ISLANDS

	1980	1981	1982	1983	1984
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	4,571	3,896	3,914	4,239	4,393
OF WHICH LOCAL MANUFACTURE:	2,344	2,234	2,990	3,678	3,919
IMPORTED FROM 1) U.S.A.	1,621	1,150	449	169	104
2) ENGLAND	389	333	312	253	249
3) GERMANY	147	134	127	109	99
4) OTHERS	70	45	36	30	22
POPULATION TOTAL (MILLIONS)* PROJECTION	1.429	1.444	1.468	1,492	1,505
PER CAPITA CONSUMPTION	3,196	2,696	2,666	2,841	2,919
POPULATION OVER 15 YR OF AGE(MILLIONS)* PROJECTION	0.955	0.969	0.979	0,995	1,007
PER CAPITA OVER 15 YRS	4,786	4,020	4,000	4,260	4,362
NUMBER OF TOURISTS (MILLIONS)	2.5	2.8	2.9	3.1	3.2
SMOKER INCIDENCE					
% OF TOTAL POPULATION	37.2	37.1	37.4	37.4	37.7
% OF FEMALE POPULATION	21.4	23.5	23.5	23.5	25.1
% OF MALE POPULATION	53.4	52.1	52.1	52.1	51.2
COMPANY SHARES					
1) R.J. REYNOLDS	29.5	23.7	23.0	29.5	30.1
2) C.I.T.A.	34.6	37.2	32.2	26.8	25.1
3) TABACANARIA	11.9	12.1	15.2	17.7	18.2
4) PHILIP MORRIS (2)	5.0	7.0	10.9	12.4	14.0
5) T.E.I.	4.6	5.0	4.3	4.6	4.3
6) REGENTA	3.3	3.6	3.8	2.9	2.8
7) B.A.T.	6.5	6.7	5.2	2.0	1.8
OTHERS	4.5	4.7	5.4	4.1	3.7

(1) Including local & tourist consumption

(2) Philip Morris & Liggett & Myers from 1979

(*) Projection for 1982, 1983, and 1984. 1981 Actual Data

IBERIA 3

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(CANARY ISLANDS)	1980	1981	1982	1983	1984		
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK						
	OWNERSHIP	MANUFACTURER					
1) WINSTON	R.J.R.	* R.J.R.	29.0	21.4	20.8	26.0	26.2
2) CORONAS	C.I.T.A	* C.I.T.A./REEMTSMA	28.0	32.9	27.9	23.3	22.0
3) KRUGER	TABACANARIA	E. FUENTES	6.7	8.9	11.4	10.4	10.7
4) MARLBORO	P. MORRIS	P. MORRIS	4.0	3.1	5.8	6.9	7.7
5) SWING	P. MORRIS	P. MORRIS	0.1	1.9	3.0	3.5	4.8
6) BENSON	B.A.T.	B & H	2.3	2.5	2.6	3.2	3.4
7) CAMEL	R.J.R.	R.J.R.	0.7	1.7	1.7	2.9	3.4
8) MECANICOS	J. DOS SANTOS	REGENTA	3.3	3.6	3.8	2.9	2.9
9) ROTHMANS	T.E.I.	ROTHMANS	3.3	3.2	2.5	3.0	2.4
10) RECORD	C.I.T.A.	C.I.T.A.	4.0	3.1	3.1	2.6	2.3
11) LARK	P. MORRIS	P. MORRIS	0.8	1.2	1.2	1.6	1.1
12) XXX	C.I.T.A.	C.I.T.A.	1.4	1.2	1.1	0.9	0.9
13) DUNHILL	T.E.I.	DUNHILL	0.7	0.8	0.7	0.7	0.9
14) CONDAL	TABACANARIA	E. FUENTES	4.3	3.1	1.9	0.9	0.7
15) PROGRESO	PROGRESO	CORREA	1.1	0.8	1.1	-	-
OTHERS BLACK & BLOND			10.3	10.6	11.4	11.2	10.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			92.8	92.9	91.9	92.9	93.5
FILTER MENTHOL			0.7	0.7	0.9	0.9	0.9
NON-FILTER			6.5	6.4	7.2	6.2	5.6
PRICE SEGMENTATION % (ACTUAL PRICES)*							
PREMIUM (1) 0.54 - 0.60 (per 20's Pack in US\$)			48.1	42.7	2.8	2.5	2.4
HIGH (2) 0.49 - 0.53	"	"			20.8	10.8	8.5
MEDIUM-HIGH (3) 0.37 - 0.46	"	"		0.3	20.5	39.7	42.6
MEDIUM 0.26 - 0.31	"	"	0.5	2.6	4.6	4.9	6.3
MEDIUM LOW 0.17 - 0.20	"	"	46.2	49.1	44.5	37.6	35.6
LOW 0.16	"	"	5.2	5.3	6.8	4.5	4.4

*CHANGE: US \$ = 175 Pts.

- (1) 1978 - 1981 ALL IMPORTED BLOND BRANDS
- FROM 1982 ONWARDS, BLOND IMPORTED PRINCESS PACK
- (2) FROM 1982 onwards, blond imported brands
- (3) INTERNATIONAL BRANDS LOCALLY MANUFACTURED
- (*) FROM 1984 ONWARDS

IBERIA 4

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(CANARY ISLANDS)	1980	1981	1982	1983	1984
TAR & NICOTINE SEGMENTATION %					
LOW	3.1	3.4	6.2	6.6	7.6
HIGH/FULL FLAVOR	96.9	96.6	93.8	93.4	92.4
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	36.6	34.2	39.4	48.2	50.0
VIRGINIA	11.8	11.1	9.1	9.6	9.9
BLACK	51.6	54.7	51.5	42.2	40.1
LENGTH SEGMENTATION %					
70 MM AND SHORTER	6.9	6.8	6.9	4.9	4.3
80 mm to 85 MM	88.9	89.1	90.3	92.7	93.3
95 MM TO 99 MM	1.7	1.5	1.4	1.2	1.2
100 MM	2.1	2.3	1.1	1.1	1.1
OVER 100 MM	0.4	0.3	0.3	0.1	0.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	0.2	0.4	-	-	-
11 to 15 CIGTS/PACK	1.4	0.8	1.4	0.1	-
16 TO 19 CIGTS/PACK	3.4	3.7	3.7	4.4	4.3
20 CIGTS/PACK	95.2	95.0	94.8	95.4	95.7
25 CIGTS/PACK	0.1	0.1	-	-	-
OVER 30 CIGTS/PACK	0.1	0.1	0.1	0.1	<0.1
PACK TYPE SEGMENTATION %					
SOFT PACK	62.0	62.4	59.4	54.4	50.5
FLIP TOP BOX	35.6	36.0	39.0	44.4	48.5
SLIDE AND SHELL	0.7	0.1	0.1	0.1	-
PRINCESS PACK	1.7	1.5	1.4	1.1	1.0
OTHER (TIN)	0.1	0.1	0.1	<0.1	<0.1

IBERIA 5

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(CANARY ISLANDS)
CIGARETTE ADVERTISING MEDIA AVAILABILITY

	1980	1981	1982	1983	1984
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

IBERIA 6

202630605

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PORTUGAL

	1980	1981	1982	1983	1984
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	12,006	12,625	13,196	13,636	13,483
OF WHICH LOCAL MANUFACTURE:	11,981	12,604	12,959	13,593	13,467
IMPORTED FROM 1) AZORES AND MADEIRA ISLANDS	15	6	137	21	1
2) FRANCE	10	10	17	21	15
3) AUSTRIA	---	5	2	1	0.2
4) SPAIN	---	---	81	---	---
5) OTHERS	N.A.	N.A.	N.A.	N.A.	N.A.
POPULATION TOTAL (MILLIONS) ONLY CONTINENT	9.5	9.5	9.6	9.6	9.7
PER CAPITA CONSUMPTION	1,264	1,329	1,374	1,420	1,390
POPULATION OVER 15 YR OF AGE (MILLIONS)	6.8	6.9	6.9	6.9	7.0
PER CAPITA OVER 15 YRS	1,765	1,829	1,912	1,976	1,926
SMOKER INCIDENCE					
% OF TOTAL POPULATION	N.A.	25.4	N.A.	N.A.	N.A.
% OF FEMALE POPULATION	N.A.	6.1	N.A.	N.A.	N.A.
% OF MALE POPULATION	N.A.	44.7	N.A.	N.A.	N.A.
COMPANY SHARES					
1) TABAQUEIRA	99.3	98.7	97.0	98.5	98.8
2) PHILIP MORRIS	0.2	0.7	0.7	0.7	0.7
3) REYNOLDS	0.2	0.4	0.5	0.4	0.4
4) SEITA	0.1	0.1	0.1	0.2	0.1
5) AUSTRIATABAKWERKE	---	< 0.1	< 0.1	< 0.1	< 0.1
6) AZORES & MADEIRA ISLANDS	0.1	< 0.1	1.0	0.2	0.1
OTHERS	---	---	0.6*	---	---

* VENTAS TABACALERA

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IBERIA 7

(PORTUGAL)			1980	1981	1982	1983	1984
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)SG	TABAQUEIRA	TABAQUEIRA	66.7	63.6	64.7	68.8	73.4
2)PORTUGUES SUAVE	TABAQUEIRA	TABAQUEIRA	8.7	14.3	13.7	12.5	10.1
3)KENTUCKY	TABAQUEIRA	TABAQUEIRA	5.4	5.2	5.8	6.3	7.7
4)RITZ	TABAQUEIRA	TABAQUEIRA	5.8	5.6	4.9	4.8	3.2
5)DEFINITIVOS	TABAQUEIRA	TABAQUEIRA	2.8	2.2	1.6	1.7	1.7
6)PROVISORIOS	TABAQUEIRA	TABAQUEIRA	2.3	2.0	2.0	1.6	1.5
7)MARLBORO	P.MORRIS	TABAQUEIRA	0.2	0.7	0.7	0.7	0.7
8)CT KS	TABAQUEIRA	TABAQUEIRA	0.8	0.7	0.6	0.6	0.5
9)SINTRA	TABAQUEIRA	TABAQUEIRA	0.9	0.8	0.8	0.5	0.4
10)PARIS	TABAQUEIRA	TABAQUEIRA	0.9	0.7	0.6	0.4	0.3
11)WINSTON	REYNOLDS	TABAQUEIRA	0.1	0.2	0.2	0.2	0.2
12)CAMEL	REYNOLDS	TABAQUEIRA	0.2	0.2	0.3	0.3	0.2
13)GAULOISES	SEITA	TABAQUEIRA	---	---	0.1	0.1	0.1
14)CHAMPAGNE	MONOPOLY HOLDING	TABAQUEIRA	---	0.1	0.1	<0.1	<0.1
15)NEGRITAS	TABAQUEIRA	TABAQUEIRA	---	---	0.1	<0.1	<0.1
16)OTHERS			5.2	3.7	3.8	1.5	0.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			80.7	83.3	84.9	85.3	85.3
FILTER MENTHOL			0.1	0.2	0.1	0.1	0.1
NON-FILTER			19.2	16.5	15.0	14.6	14.6
PRICE SEGMENTATION %							
PREMIUM			0.5	1.3	1.9	1.2	1.1
HIGH			0.1	0.4	1.1	3.0	3.5
MEDIUM			88.9	88.9	87.6	86.2	84.6
LOW			5.1	4.2	3.6	3.3	3.2
ECONOMY			5.4	5.2	5.8	6.3	7.7
TAR & NICOTINE SEGMENTATION %							
MEDIUM			2.0	8.8	9.7	11.3	9.7
HIGH/FULL FLAVOR			98.0	91.2	90.3	88.7	90.3

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IBERIA 8

(PORTUGAL)	1980	1981	1982	1983	1984
TOBACCO TYPE SEGMENTATION					
BLOND: AMERICAN	68.3	66.1	67.5	71.2	75.3
LOCAL	10.7	9.6	9.6	9.8	10.7
BLACK	0.1	0.1	0.1	0.1	0.1
OTHERS (EUROPEAN)	20.9	24.2	22.8	18.9	13.9
LENGTH SEGMENTATION %					
70 MM AND SHORTER	73.7	62.2	57.3	54.7	59.1
71 MM TO 79 MM	----	----	----	----	----
80 MM to 85 MM	26.8	37.8	42.7	45.3	40.9
86 MM TO 94 MM	----	----	----	----	----
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	5.4	5.2	5.8	6.3	7.7
20 CIGTS/PACK	89.5	90.6	90.6	90.4	89.1
21 TO 24 CIGTS/PACK	5.1	4.2	3.6	3.3	3.2
PACK TYPE SEGMENTATION %					
SOFT PACK	98.3	96.9	96.2	95.1	95.3
FLIP TOP BOX	1.7	3.1	3.8	4.9	4.7
SHOULDER PACK	----	----	----	----	----
PRINCESS PACK	----	----	----	----	----
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	2	2	2	2
B) RADIO	1	2	2	2	2
C) NEWSPAPERS	1	1	1	2	2
D) MAGAZINES	1	1	1	2	2
E) COUPONS	1	1	1	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	2	2
H) CINEMA	1	1	1	2	2
I) SAMPLING	1	1	1	2	2
	1	1	1		

IBERIA 9

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(PORTUGAL)

HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO	1980	1981	1982	1983	1984
WARNING ON:					
A) PACKS	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	10.9(1)	8.3(1)	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	13.7(2)	12.4(2)	13.0	15.5	14.8
ROLL YOUR OWN (THOUSAND KILOS)	155.4(3)	144.1(3)	127.4	129.6	139.2

- (1) Imports. There is no local fabrication. Data INE Portugal.
(2) Local fabrication and imports. Data Tabaqueira and INE Portugal.
(3) Local fabrication. Data Tabaqueira

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IBERIA 10

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SPAIN (MONOPOLY'S AREA)

	1980	1981	1982	1983	1984
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	70,367.0	64,230.0	68,705.6	71,164.6	74,156.3
OF WHICH LOCAL MANUFACTURE:	67,570.6	63,471.0	67,957.6	70,722.9	73,909.1
IMPORTED FROM 1) U.S.A.	2,507.8	495.1	517.1	276.2	146.7
2) U.K.	219.5	200.1	171.8	109.6	46.4
3) GERMANY	42.9	33.6	35.2	21.2	15.9
4) OTHERS	26.2	30.2	23.9	34.7	38.2
POPULATION TOTAL (MILLIONS)	35.8	36.1	36.3	36.5	36.8
PER CAPITA CONSUMPTION	1963	1780	1891	1949	2015
POPULATION OVER 15 YR OF AGE (MILLIONS)	26.2	26.4	26.7	26.9	27.2
PER CAPITA OVER 15 YRS	2689	2429	2572	2641	2724
SMOKER INCIDENCE					
% OF TOTAL POPULATION	38.2	38.8	39.6	-	38.2
% OF FEMALE POPULATION	19.3	21.2	25.6	-	24.4
% OF MALE POPULATION	58.2	57.7	54.7	-	55.7
COMPANY SHARES					
1) TABACALERA, S.A. (T.S.A.)	59.7	56.3	53.9	50.4	50.6
2) PHILIP MORRIS * (P.M.)	18.4	24.3	27.6	29.6	29.3
3) R.J. REYNOLDS (R.J.R.)	4.6	4.6	6.8	7.7	8.3
4) TABACANARIA/BAT (T.B.C./BAT)	10.4	6.9	5.7	7.3	6.9
5) C.I.T.A./REEMTSMA (C.I.T.A.)	10.0	7.1	5.1	4.3	4.5
OTHERS	3.1	0.8	0.9	0.7	0.4

* INCLUDING FORTUNA RED MANUFACTURED BY TSA

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IBERIA 11

(SPAIN)			1980	1981	1982	1983	1984
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) DUCADOS	T.S.A.	T.S.A.	39.3	39.7	36.4	34.6	35.0
2) FORTUNA	T.S.A.	T.S.A./P.M.	17.3	22.0	23.6	25.6	25.2
3) WINSTON	R.J.R.	T.S.A./R.J.R.	3.7	4.0	6.1	7.3	8.0
4) CELTAS	T.S.A.	T.S.A.	10.1	10.2	8.7	7.4	6.4
5) B. N.	T.S.A.	T.S.A.	0.2	1.0	2.5	2.9	3.0
6) REX	CITA/REEMTSA	CITA/REEMTSA	7.1	5.0	3.7	3.3	2.8
7) MARLBORO	P.M.	P.M./T.S.A.	0.6	0.6	1.2	1.6	2.2
8) NOBEL	T.S.A.	P.M.	-	1.2	2.4	2.2	1.8
9) LUCKY STRIKE	T.S.A.	T.B.C.	-	-	-	1.6	1.8
10) HABANOS	T.S.A.	T.S.A.	0.2	-	1.7	1.5	1.7
11) ROYAL CROWN	T.S.A.	T.B.C.	-	-	0.5	1.4	1.5
12) SOMBRA	T.S.A.	T.S.A.	2.4	1.8	1.6	1.3	1.0
13) RECORD	CITA/REEMTSA	CITA/REEMTSA	2.6	1.8	1.2	1.1	0.9
14) DIANA	T.S.A.	T.S.A.	-	-	-	-	0.9
15) CONDAL	T.B.C.	T.B.C.	1.6	1.3	1.3	1.1	0.9
OTHERS			14.9	11.3	9.1	7.1	6.9
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			93.3	93.1	94.2	95.0	95.4
FILTER MENTHOL			0.7	0.7	0.6	0.5	0.5
NON-FILTER			6.0	6.2	5.2	4.5	4.1
PRICE SEGMENTATION % (ACTUAL PRICES)* (PER 20'S PACK IN US \$)							
PREMIUM (\$0.83 to \$1.49)			2.0	1.0	1.1	0.6	0.3
HIGH (\$0.71 to \$0.77)			3.0	4.6	7.5	9.1	10.6
MEDIUM HIGH (\$0.31 TO \$0.57)			17.8	23.7	27.2	31.3	31.6
MEDIUM (\$0.21 TO \$0.29)			5.2	5.5	7.4	8.0	8.7
MEDIUM LOW (\$0.19)			61.9	54.4	48.0	43.5	42.3
LOW (\$0.11 TO \$0.17)			10.1	10.7	8.8	7.5	6.5

* CHANGE: 1 US \$ = 175 PTS.

IBERIA 12

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(SPAIN)	1980	1981	1982	1983	1984
TAR & NICOTINE SEGMENTATION %					
LOW <1. mg. NICOTINE 16 mg. TAR	1.8	3.4	6.0	6.9	7.6
HIGH/FULL FLAVOR 1 mg. NICOTINE, 16 mg. TAR	98.2	96.6	94.0	93.1	92.4
LENGTH SEGMENTATION %					
70 MM	4.7	4.9	4.2	3.5	3.2
80 MM TO 85 MM	93.9	93.9	94.6	95.4	95.8
95 MM TO 99 MM	0.4	0.4	0.4	0.3	0.2
100 MM TO 120 MM	1.0	0.8	0.8	0.8	0.8
PACK COUNT SEGMENTATION %					
11 to 15 CIGTS/PACK	< 0.1	-	-	-	-
16 TO 19 CIGTS/PACK	0.5	0.6	0.5	0.4	0.4
20 CIGTS/PACK	99.5	99.4	99.5	99.6	99.6
OVER 30 CIGTS/PACK	< 0.1	< 0.1	< 0.1	< 0.1	< 0.1
PACK TYPE SEGMENTATION %					
SOFT PACK	91.7	91.0	87.9	87.0	83.7
FLIP TOP BOX	7.9	8.6	11.7	12.7	15.9
PRINCESS PACK	0.4	0.4	0.4	0.3	0.2
OTHER (CAN CIGARETTES)	< 0.1	< 0.1	< 0.1	< 0.1	< 0.1
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	25.1	31.2	36.4	40.6	41.9
VIRGINIA	0.3	0.3	1.0	1.8	1.9
EUROPEAN BLEND	0.1	0.1	0.1	0.1	0.1
BLACK: LOCAL	74.3	68.4	60.8	56.0	53.6
HAVANA	0.2	< 0.1	1.7	1.5	2.5
EUROPEAN BLEND	< 0.1	< 0.1	< 0.1	< 0.1	< 0.1

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IBERIA 13

(SPAIN)	1980	1981	1982	1983	1984
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1 (XX)	1 (XXX)	1 (XXX)	1 (XXX)
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
(XX) Only for new entries					
(XXX) Only for LTN brands					
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	903.8	915.7	888.9	825.3	837.5
PIPE TOBACCO (THOUSAND KILOS)	147.8	140.8	128.0	142.1	126.2
ROLL YOUR OWN (THOUSAND KILOS)	659.8	587.6	511.6	456.7	407.4

IBERIA 14

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CANADA

34

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANADA

	1980	1981	1982	1983	1984
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	64,503	66,519	66,258	62,788	61,476
OF WHICH LOCAL MANUFACTURE:	99.51%	99.52%	99.53%	99.60%	99.60%
IMPORTED FROM 1) US	.39	.38	.37	.30	.30
2) OTHER	.10	.10	.10	.10	.10
POPULATION TOTAL (MILLIONS)	23.9	24.3	24.6	25.0	25.3
PER CAPITA CONSUMPTION	2698	2737	2693	2,511	2,430
POPULATION OVER 15 YR OF AGE (MILLIONS)	18.4	18.9	19.1	19.2	19.6
PER CAPITA OVER 15 YRS	3505	3507	3466	3,270	3,137
SMOKER INCIDENCE					
% OF TOTAL POPULATION	39.2	37.8	37.0	35.6	34.8
% OF FEMALE POPULATION	36.2	35.4	35.6	33.4	33.1
% OF MALE POPULATION	42.3	40.3	38.6	37.9	36.6
COMPANY SHARES					
1) IMPERIAL	46.65	48.37	49.02	50.14	51.92
2) ROTHMANS	24.17	23.19	22.68	22.03	21.08
3) MACDONALD	17.61	17.27	17.53	16.70	16.90
4) BENSON & HEDGES	11.36	10.98	10.61	11.00	10.00
5) BASTOS	.21	.19	.16	0.13	0.10

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CANADA 1

(CANADA)			1980	1981	1982	1983	1984
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) PLAYERS		IMPERIAL	17.80	19.78	20.75	21.86	22.83
2) DU MAURIER		IMPERIAL	14.35	15.33	15.97	16.60	17.65
3) EXPORT		MACDONALD	15.76	15.18	15.01	14.20	14.55
4) CRAVEN		ROTHMAN	9.79	9.53	9.51	9.47	9.01
5) ROTHMANS		ROTHMAN	10.12	9.84	9.43	9.01	8.62
6) MATINEE		IMPERIAL	7.02	6.55	6.13	5.90	5.95
7) BELVEDERE		B & H	3.34	3.22	3.08	3.17	2.89
8) MARK TEN		B & H	4.05	3.75	3.27	3.31	2.74
9) NUMBER 7		ROTHMAN	3.24	2.92	2.76	2.62	2.51
10) CAMEO		IMPERIAL	2.76	2.46	2.27	2.14	2.05
11) BENSON & HEDGES		B & H	1.46	1.50	1.61	1.77	1.92
12) PETER JACKSON		IMPERIAL	2.36	2.12	1.92	1.78	1.67
13) VANTAGE		MACDONALD	1.30	1.55	1.63	1.50	1.43
14) VISCOUNT		B & H	1.55	1.36	1.36	1.47	1.38
15) MEDALLION		IMPERIAL	.96	.91	.88	0.86	0.83
MARKET SEGMENTATION %							
FILTER			96.48	96.83	97.19	97.47	97.74
PLAIN			3.52	3.17	2.81	2.53	2.26
PRICE SEGMENTATION %							
NO PRICE SEGMENTATION EXCEPT FOR VARIATION BETWEEN REGULAR AND K.S. FORMAT							
AVERAGE 10¢ A CARTON OR 1¢ PER PACK							
TAR & NICOTINE SEGMENTATION %							
ULTRA LOW (PLS SPECIFY RANGE)	0-5		6.97	7.32	7.75	7.97	7.77
LOW	"	"	6-9	6.87	8.30	8.88	10.99
MEDIUM	"	"	10-15	40.43	41.82	43.63	48.19
HIGH/FULL FLAVOR	"	"	16+	45.73	42.56	39.73	33.05
TOBACCO TYPE SEGMENTATION %							
BLOND: AMERICAN			.4	.4	.4	1.4	1.3
VIRGINIA			99.6	99.6	99.6	98.6	98.7

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CANADA 2

(CANADA)	1980	1981	1982	1983	1984
LENGTH SEGMENTATION %					
71 MM TO 79 MM	49.17	50.59	50.68	50.68	51.26
80 MM TO 85 MM	48.33	46.82	46.33	45.94	44.79
100 MM TO 120 MM	2.50	2.59	2.98	3.38	3.94
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	20.8	19.8	18.9	18.2	18.0
25 CIGTS/PACK	79.2	80.2	81.1	81.8	82.0
PACK TYPE SEGMENTATION %					
FLIP TOP BOX	11.4	10.7	10.4	10.0	10.4
SLIDE AND SHELL	88.6	89.3	89.6	90.0	89.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) NEWSPAPERS	1	1	1	1	1
R) MAGAZINES	1	1	1	1	1
C) POINT OF SALE	1	1	1	1	1
D) BILLBOARDS	1	1	1	1	1
E) SAMPLING	(12 MONTHS ON NEW INTRODUCTION ONLY)				
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	---	YES	YES
B) CARTONS	NOT ANTICIPATED	WITHIN NEXT 12 MTHS		NO	YES
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	YES	YES	---	YES	YES
B) CARTONS	NOT ANTICIPATED	WITHIN NEXT 12 MTHS		NO	NO
C) ADVERTISING	YES	YES	---	YES	YES
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

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CANADA 3

(CANADA)	1980	1981	1982	1983	1984
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	415.0	413.8	381.1	345.0	312.1
PIPE TOBACCO (THOUSAND KILOS)	214.9	183.6	166.4	156.0	133.7
ROLL YOUR OWN (THOUSAND KILOS)	4,768.3	4,746.3	5,535.3	6,025.6	6,165.1
CHEWING TOBACCO (THOUSAND KILOS) AND SNUF (THOUSAND KILOS)	578.4	540.4	143.1	134.8	117.7

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CANADA 4

U.S.A.

2026306619

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.A. MARKET

	1980	1981	1982	1983	1984
TOTAL CIGARETTE SHIPMENTS (MILLIONS)	616,710	626,476	622,306	595,966	599,698
POPULATION TOTAL (MILLIONS)	227.7	229.8	232.1	234.2	236.4
PER CAPITA CONSUMPTION	2,708	2,726	2,681	2,545	2,537
POPULATION OVER 18 YR OF AGE (MILLIONS)	164.0	166.7	169.3	171.7	173.8
PER CAPITA OVER 18 YRS	3,760	3,758	3,676	3,471	3,451
SMOKER INCIDENCE					
% OF TOTAL POPULATION	36.0	33.4	34.3	33.8	32.9
% OF FEMALE POPULATION	33.0	30.6	32.3	31.5	30.7
% OF MALE POPULATION	40.0	36.6	36.5	36.5	35.4

SOURCES: POPULATION DATA:

CURRENT POPULATION REPORT SERIES P-25, NO. 952 - 1980 CENSUS

SMOKER INCIDENCE PER CAPITA:

ROPER REPORTS YEARS 1983 - 84

COMPANY SHARES

1) PHILIP MORRIS	31.0	31.8	32.8	34.4	35.3
2) R.J. REYNOLDS	32.7	33.1	33.5	31.5	31.6
3) BROWN & WILLIAMSON	13.7	14.0	13.4	11.5	11.3
4) LORILLARD	9.6	9.0	8.6	9.1	8.2
5) AMERICAN BRANDS	10.6	9.5	8.8	8.6	7.9
6) THE LIGGETT GROUP	2.4	2.6	2.9	4.9	5.7

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

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U.S.A. 1

(L .A.)	1986	1981	1982	1983	1984	
BRAND FAMILY SHARES %						
TRADEMARK						
OWNERSHIP						
BRAND NAME	MANUFACTURER					
1) MARLBORO	PHILIP MORRIS	17.8	18.3	19.2	20.2	21.5
2) WINSTON	R.J. REYNOLDS	13.3	13.3	13.2	11.9	11.7
3) SALEM	R.J. REYNOLDS	8.7	8.8	8.8	8.1	8.1
4) KOOL	BROWN & WILLIAMSON	8.8	8.4	8.2	7.2	7.1
5) BENSON & HEDGES	PHILIP MORRIS	4.5	4.5	4.7	4.9	4.8
6) CAMEL	R.J. REYNOLDS	4.3	4.8	4.9	4.6	4.4
7) MERIT	PHILIP MORRIS	4.2	4.5	4.5	4.4	4.3
8) GENERIC	LIGGETT GROUP	--	0.5	1.0	2.9	4.0
9) PALL MALL	AMERICAN	5.1	4.7	4.3	4.2	3.8
10) VANTAGE	R.J. REYNOLDS	3.8	3.7	3.9	3.7	3.5
11) KENT	LORILLARD	5.0	4.5	4.1	3.9	3.2
12) NEWPORT	LORILLARD	1.9	2.2	2.4	2.8	3.0
13) VIRGINIA SLIMS	PHILIP MORRIS	2.3	2.5	2.5	2.5	2.6
14) CARLTON	AMERICAN	2.5	2.2	2.1	2.0	1.9
15) MORE	R.J. REYNOLDS	1.2	1.5	1.6	1.5	1.5
16) OTHERS		16.6	15.6	14.6	15.2	14.6
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)		63.3	63.7	64.1	65.2	65.7
FILTER MENTHOL		28.5	28.5	28.7	28.0	28.0
NON-FILTER		8.2	7.8	7.2	6.8	6.3
PRICE SEGMENTATION %						
HIGH		99.96	99.54	99.05	96.48	94.43
ECONOMY		0.4	.46	.95	3.52	5.57
*Economy includes all Generic packings (B&W Generic, Liggett Generic and Doral) and Value Packings (Century, Richland and Stride).						
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0-6 mg. tar)		8.0	9.8	10.3	10.7	10.1
MEDIUM (7-15 mg. tar)		39.7	46.6	54.3	50.1	44.8
HIGH/FULL FLAVOR (16+ mgs.)		44.1	35.9	28.2	32.5	38.8
(does not include Non-Filter)						
TOBACCO TYPE SEGMENTATION %						
BLOND: VIRGINIA		100.0	100.0	100.0	100.0	100.0
*ADJUSTED OFFICIAL LOW TAR MARKET SHARES						
SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS						

U.S.A 2

2026306621

(U.S.A.)	1980	1981	1982	1983	1984
LENGTH SEGMENTATION %					
70 MM AND SHORTER	3.5	3.4	3.2	2.9	2.7
80 mm to 85 MM	62.8	61.4	60.1	59.1	58.2
100 MM	31.9	33.2	34.6	35.9	37.0
OVER 100 MM (120's)	1.8	2.0	2.1	2.2	2.2
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100.0	100.0	100.0	99.59	99.15
25 CIGTS/PACK	--	--	--	0.41	0.85
PACK TYPE SEGMENTATION %					
SOFT PACK	89.6	88.5	87.1	85.0	83.6
FLIP TOP BOX	10.4	11.5	12.9	15.0	16.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

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U.S.A 3

(U.S.A.)	1980	1981	1982	1983	1984
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	3952.5	3,855.2	3,629.5	3,567.1	3,400.0*
PIPE TOBACCO - DOMESTIC (THOUSAND LBS.)	27,319	26,774	24,527	22,975	20,567
LITTLE CIGARS	1,415.8	1,367.7	1,265.0	1,334.2	1,230.0*
ROLL YOUR OWN (THOUSAND LBS.)	3,236	3,262	3,368	4,001	3,750
CHEWING TOBACCO (THOUSAND LBS.)	91,068	90,247	87,975	86,567	87,249
SNUFF (THOUSAND LBS.)	38,671	41,974	43,870	45,689	47,672
BIDI (MILLIONS)	1,062	1,720	3,693	N/A	N/A
KRETEK (MILLIONS)	15.976	23.994	45.482	123.627	170.906

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

*ESTIMATES (BASED ON 11 MONTHS OF ACTUAL DATA)

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U.S.A 4